

Abstract

A method and system for monitoring users on one or more computer networks, disassociating personally identifiable information from the collected data, and storing it in a database so that the privacy of the users is protected. The system receives a user identifier
5 and uses it to create an anonymized identifier, defined as a user identifier stripped of all personally identifiable information. The anonymized identifier is then associated with one or more users' computer network transactions. The data is stored by a collection engine and then aggregated to a central database server across a computer network.

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